

## Positive Alternatives 2014 – Quarterly Update

**Grantee: CENTRAL MINNESOTA LIFE CARE CENTER (dba OPTIONS FOR WOMEN)**

**Goal: To provide positive alternatives to abortion to pregnant and parenting women in central Minnesota**

**For the period: July 1 – September 30, 2015**

<b>Activity or Service</b>	<b>Activity or Service Description</b> Major Work Plan Activities	<b>Work Plan Count</b>	<b>Program Progress and Accomplishments</b> Report the progress and accomplishments made this period on each activity.	<b>Report Count</b>
<b>Administrative Activities</b>	Provide guidance to grant staff; complete grant forms; attend required grant meetings		The executive director provided guidance to grant staff; she and staff also completed grant forms.	
<b>Outreach</b>	Advertise programs locally; rent billboard for advertising; manage website and Facebook page; print program brochures and posters		Our center held its annual Evening for Life Banquet which was attended by 260 people from our area. Our center advertised monthly in a Spanish speaking newspaper as well as two local newspapers. We put up informational posters with tear-off phone numbers in local businesses and bars. We have a website and a Facebook page, as well as Facebook advertising. We also have an ad that shows before every movie in our local movie theatre.	
<b>Case Management Services</b>	Provide follow-up to pregnant clients through phone calls or office visits	3	We followed up with 5 clients: Helped one client get information on GED, followed up on two client's husbands' job situations, Followed up on one client's gestational diabetes, helped one with car seat questions.	5
<b>Crib Distribution/ Sleep Safety Education</b>	Provide safe sleep education and cribs	2	Two clients earned a crib by participating in our safe sleep education program. They also earned points for the cribs by participating in the pregnancy and parenting programs.	2

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<b>Financial Assistance</b>	Assist clients with submitting applications for financial assistance programs	1	We assisted 4 clients with their “Cradle of Hope” Pack N’ Play applications. These clients also participated in our Safe Sleep Program.	4
<b>Hotline</b>	Provide information and counseling 12 hours per day	1	We offered phone counseling to 1 person who wanted information on alternatives to abortion.	1
<b>Material Support</b>	Provide material assistance and baby equipment (not offered as incentives in education programs)	14	We provided baby items, used baby clothes, shoes, newborn layettes (3 layettes), baby furniture (1 stroller) on 55 client visits.	55
<b>Nutrition</b>	Provide baby food, formula and referrals to food shelf	6	We provided of infant formula and baby food on 11 client visits.	22
<b>Parenting Education</b>	Provide intake assessment, encouragement, instruction and assessment of progress in a parenting education incentive program	60	We had 83 client visits to use our Parenting Education Program. Client advocates discussed the video and worksheet with the clients. Client advocates then assessed their progress and provided them with appropriate incentives.	83
<b>Pregnancy Education</b>	Provide intake assessment, encouragement, instruction and assessment of progress in a pregnancy education incentive program	10	We had 12 client visits to use our pregnancy education program this quarter. Client advocates discussed the videos and worksheets with the clients. Client advocates assessed their progress and provided them with appropriate incentives.	12
<b>Pregnancy Testing</b>	Provide pregnancy testing, assessment for program eligibility and counseling	5	We provided 2 positive and 4 negative pregnancy tests this quarter. Client advocates counseled clients. The positive test clients were given a referral list and a list of all the help we could offer them at our center.	6

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<b>Ultrasound</b>	Provide intake assessment, ultrasound services and counseling to women who test positive for pregnancy	3	We provided Ultrasound testing to one client who tested positive for pregnancy.	1

<b>Maternal and Child Health Initiative Task Force Strategies</b>	<b>No.</b>
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	0
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	2
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	0
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	5
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	6
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	11

**Challenges:** Our Earn While You Learn program continues to stay busy every month. We were even busier this quarter than we have been for a while. We do need to work on getting more mothers to use our Ultrasound Program. With this in mind, we have begun advertising before every movie that shows in our local theatre. We also advertise on Facebook and started an account with Twitter.

**Comments:**